

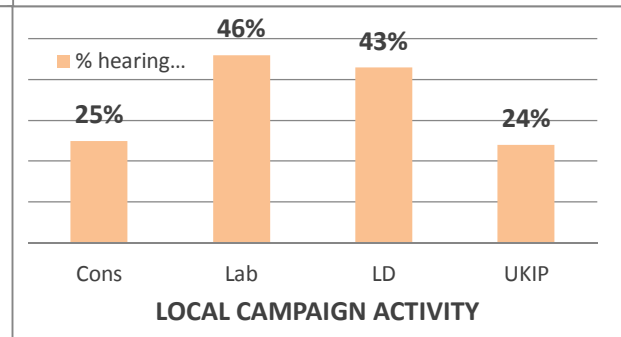
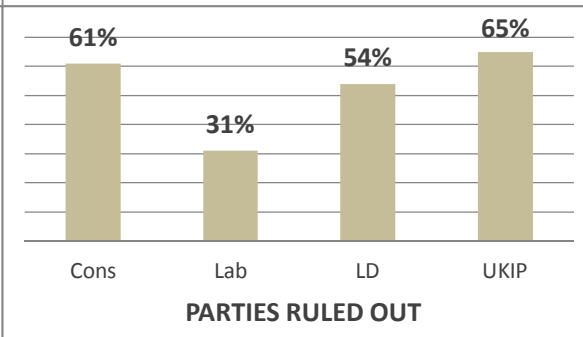
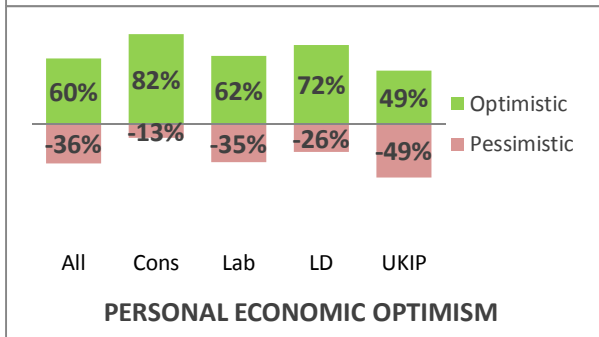
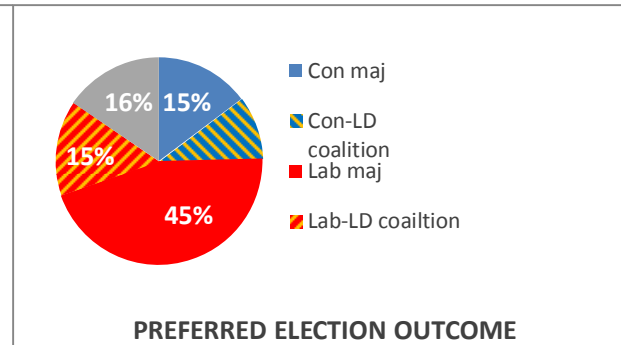
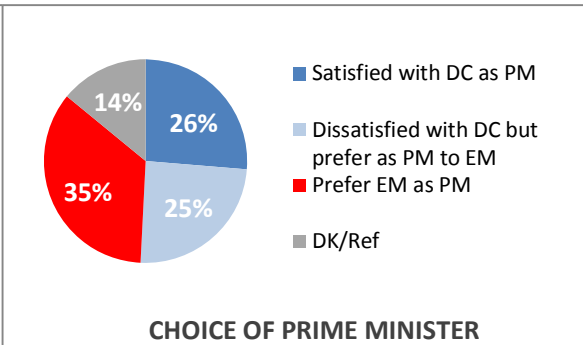
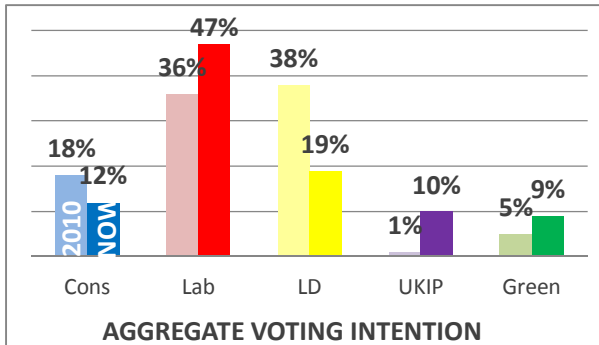
Lord Ashcroft Polls

**General Election 2015  
CONSTITUENCY POLLING REPORT**

**Labour – Liberal Democrat battleground  
June 2014**

# LIB DEMS BATTLEGROUND WITH LABOUR

	Lab/LD Lead	Lab/LD Swing	UKIP %	Implied result
Norwich South	21%	10.5%	15%	LAB GAIN
Bradford East	22%	11.5%	15%	LAB GAIN
Brent Central	35%	19.0%	7%	LAB GAIN
Manchester Withington	34%	19.0%	4%	LAB GAIN
<b>SWING ACROSS BATTLEGROUND</b>	<b>28%</b>	<b>15.0%</b>	<b>10%</b>	



# Methodology

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5,001 adults were interviewed by telephone between 5 and 22 June 2014 in the following constituencies:

<b>Bradford East</b> (1,000: 11 – 21 June)
<b>Brent Central</b> (1,001: 11 – 22 June)
<b>Brighton Pavilion</b> (1,000: 5 – 12 June)
<b>Norwich South</b> (1,000: 11 – 21 June)
<b>Manchester Withington</b> (1,000: 11 – 21 June)

For each constituency, results were weighted to be representative of all adults living in the constituency. Results are weighted by recalled past vote at the last general election and stated likelihood to turn out at the next. A proportion of those who don't know or refuse to say how they will vote are re-allocated to the party they voted for at the 2010 general election. Full data tables are available at [www.LordAshcroftPolls.com](http://www.LordAshcroftPolls.com).

Four Liberal Democrat-held seats were selected in order of marginality. Green-held Brighton Pavilion was also included as an additional seat in which Labour would compete closely with the Liberal Democrats. This seat has been excluded from the aggregate battleground results.

# Voting intention

1. If there were a general election tomorrow, which party would you vote for? Would it be Conservative, Labour, Liberal Democrat, UKIP, or another party? If 'another party': Would that be, the Green Party, the British National Party (BNP), or some other party – or do you not know how you would vote?
2. And thinking specifically about your own parliamentary constituency at the next general election and the candidates who are likely to stand for election to Westminster there, which party's candidate do you think you will vote for in your own constituency? [Prompts as at Q1]

% (change since 2010)	Standard voting intention (Q1)						Constituency voting intention (Q2)						Swing (on local VI)	Implied result
	Lib Dem	Lab	Con	UKIP	Green	Other	Lib Dem	Lab	Con	UKIP	Green	Other		
<b>Bradford East</b>	14	48	14	18	3	2	23 (-11)	45 (+12)	12 (-15)	15 (+15)	2 (+2)	3 (-4)	11.5% LD – Lab	Lab gain
<b>Brent Central</b>	14	55	14	9	6	1	19 (-25)	54 (+13)	13 (+2)	7 (+7)	5 (+3)	1 (-1)	19% LD – Lab	Lab gain
<b>Manchester Withington</b>	15	59	10	5	11	1	22 (-23)	56 (+15)	7 (-4)	4 (+2)	10 (+8)	1 (+1)	19% LD – Lab	Lab gain
<b>Norwich South</b>	8	36	19	17	18	1	12 (-17)	33 (+4)	18 (-5)	15 (+13)	20 (+5)	1 (-1)	10.5% LD – Lab	Lab gain
<b>Brighton Pavilion</b>	6	38	18	10	26	2	5 (-9)	33 (+4)	18 (-6)	9 (+7)	32 (+1)	2 (+2)	1.5% Gr – Lab	Lab gain

# Aggregate battleground results

Data weighted to be representative of the battleground as a whole. EXCLUDES BRIGHTON PAVILION.

If there were a general election tomorrow, which party would you vote for?

Standard voting intention						Constituency voting intention						Swing (on local VI)
Lib Dem	Lab	Con	UKIP	Green	Other	Lib Dem	Lab	Con	UKIP	Green	Other	
13	49	14	12	9	2	19	47	12	10	9	2	15% LD – Lab

Are there any parties you would definitely not vote for at the next general election?

ALL VOTERS				Conservative voters			Labour voters			Lib Dem voters			UKIP voters		
Rule out Cons	Rule out Labour	Rule out Lib Dems	Rule out UKIP	Rule out Labour	Rule out Lib Dems	Rule out UKIP	Rule out Cons	Rule out Lib Dems	Rule out UKIP	Rule out Cons	Rule out Labour	Rule out UKIP	Rule out Cons	Rule out Labour	Rule out Lib Dems
61	31	54	65	67	56	71	77	66	80	62	52	78	68	67	71

Thinking about Britain’s economy – including things like jobs, wages, prices, taxes and interest rates – how do you think the British economy will fare over the next year – for the country as a whole, and for you and your family?

ALL VOTERS				Conservative voters				Labour voters				Lib Dem voters				UKIP voters			
Country		Me & family		Country		Me & family		Country		Me & family		Country		Me & family		Country		Me & family	
Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly
57	39	60	36	84	13	82	13	57	40	62	35	73	24	72	26	45	53	49	49

Which of the following statements do you most agree with?

- (a) I am satisfied with the job David Cameron is doing overall as Prime Minister
- (b) I am dissatisfied with the job that David Cameron is doing overall as Prime Minister – BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister
- (c) I am dissatisfied with the job that David Cameron is doing overall as Prime Minister – AND I'd prefer to have Ed Miliband as Prime Minister instead.

ALL VOTERS			Conservative voters			Labour voters			Lib Dem voters			UKIP voters		
Satisfied with DC	Prefer DC to EM	Prefer EM to DC	Satisfied with DC	Prefer DC to EM	Prefer EM to DC	Satisfied with DC	Prefer DC to EM	Prefer EM to DC	Satisfied with DC	Prefer DC to EM	Prefer EM to DC	Satisfied with DC	Prefer DC to EM	Prefer EM to DC
26	25	35	66	30	3	19	15	62	38	33	21	21	40	26

I would like to ask whether any of the main political parties have contacted you over the last few weeks – whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from the Conservatives, Labour, the Lib Dems or UKIP?

Heard from Conservatives	Heard from Lib Dems	Heard from Labour	Heard from UKIP
25	43	46	24

Which of the following would you most like to see as the outcome of the next election? A Conservative government, a coalition between the Conservatives and the Liberal Democrats, a coalition between Labour and the Liberal Democrats, or a Labour government?

ALL VOTERS					Conservative voters					Labour voters					Lib Dem voters					UKIP voters				
C	C-LD	L-LD	L	Don't know	C	C-LD	L-LD	L	Don't know	C	C-LD	L-LD	L	Don't know	C	C-LD	L-LD	L	Don't know	C	C-LD	L-LD	L	Don't know
14	10	15	45	16	77	15	2	3	3	1	1	14	82	2	8	41	36	11	3	27	16	12	27	18

# Parties ruled out?

3. Are there any parties you would definitely not vote for at the next general election?

%	Con voters			Labour voters			Lib Dem voters			UKIP voters		
	Rule out Labour	Rule out Lib Dems	Rule out UKIP	Rule out Cons	Rule out Lib Dems	Rule out UKIP	Rule out Cons	Rule out Labour	Rule out UKIP	Rule out Cons	Rule out Labour	Rule out Lib Dems
<b>Bradford East</b>	73	48	63	68	60	74	58	57	75	69	60	69
<b>Brent Central</b>	58	53	67	77	68	78	64	49	79	65	70	57
<b>Manchester Withington</b>	62	49	79	79	64	84	63	54	79	78	80	70
<b>Norwich South</b>	73	63	73	87	71	87	61	44	86	62	69	80
<b>Brighton Pavilion</b>	61	71	72	78	79	90	72	48	82	63	77	79

# Economic optimism

4. Thinking about Britain's economy – including things like jobs, wages, prices, taxes and interest rates – how do you think the British economy will fare over the next year – for the country as a whole, and for you and your family?

	For the country as a whole		For me and my family	
	Well	Badly	Well	Badly
<b>Bradford East</b>	51	44	55	42
<b>Brent Central</b>	60	36	62	33
<b>Manchester Withington</b>	58	37	62	33
<b>Norwich South</b>	59	37	62	34
<b>Brighton Pavilion</b>	59	37	67	29

# Choice of Prime Minister

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## 5. Which of the following statements do you most agree with?

- (a) I am satisfied with the job David Cameron is doing overall as Prime Minister
- (b) I am dissatisfied with the job that David Cameron is doing overall as Prime Minister – BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister
- (c) I am dissatisfied with the job that David Cameron is doing overall as Prime Minister – AND I'd prefer to have Ed Miliband as Prime Minister instead.

	Satisfied with Cameron	Dissatisfied, but prefer Cameron to Miliband	Dissatisfied and prefer Miliband	Refused / Don't Know
Bradford East	26	26	33	14
Brent Central	29	22	34	15
Manchester Withington	21	23	44	13
Norwich South	29	27	30	14
Brighton Pavilion	26	23	41	9



## Local campaign activity

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6. I would like to ask whether any of the main political parties have contacted you over the last few weeks – whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from the Conservatives, Labour, the Lib Dems or UKIP?

%	From Cons	From Lib Dems	From Labour	From UKIP	From none
Bradford East	20	43	33	25	39
Brent Central	25	39	46	18	40
Manchester Withington	27	55	59	27	25
Norwich South	29	34	45	27	41
Brighton Pavilion	30	19	35	31	40

## Preferred election result

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7. Which of the following would you most like to see as the outcome of the next election? A Conservative government, a coalition between the Conservatives and the Liberal Democrats, a coalition between Labour and the Liberal Democrats, or a Labour government?

%	Conservative government	Con-Lib Dem coalition	Lab-Lib Dem coalition	Labour government	Don't know
Bradford East	14	10	14	46	16
Brent Central	12	10	14	48	17
Manchester Withington	12	9	17	51	12
Norwich South	21	11	15	36	17
Brighton Pavilion	20	7	16	43	14

## Appendix: results at 2010 general election

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%	Lib Dem	Labour	Con	UKIP	Green	Others	Majority	Swing needed
<b>Bradford East</b>	34	33	27	-	-	7	0.9	0.45 LD – Lab
<b>Brent Central</b>	44	41	11	-	2	2	3.0	1.5 LD – Lab
<b>Manchester Withington</b>	45	41	11	2	2	0.4	4.1	2.05 LD – Lab
<b>Norwich South</b>	29	29	23	2	15	2	0.7	0.35 LD – Lab
<b>Brighton Pavilion</b>	14	29	24	2	31	0.4	2.4	1.2 Grn – Lab